



# Strategic Plan | 2024-2029

Creating a healthier Western Australia together

## Who are we?

Healthway is a State Government agency dedicated to health promotion efforts in Western Australia. We work across sectors to improve the health of our community by focusing action on Leadership, Advocacy, Partnerships, and Research and Evaluation.

## What do we do?

We partner with arts, sports, racing and community organisations to fund programs that encourage good health now and into the future. We also fund health promotion research to influence policy and practice that positively impacts health and wellbeing in WA. This is complemented by working alongside our partners in government and not-for-profit organisations to achieve common goals.

## Who do we prioritise?

While we aim for a healthier WA for all, we prioritise initiatives that focus on **children and young people**, particularly in their early years. We also prioritise **Aboriginal people and communities**, people from **culturally and linguistically diverse** backgrounds, people living in **regional areas**, people experiencing disadvantage, and the **LGBTQIA+** community.



### OUR PURPOSE

To inspire and empower all Western Australians to live healthy lives.



### OUR VISION

A healthier Western Australia.

## What are our goals?

**Health Equity:** We want everyone to be able to reach their full potential for health and wellbeing, so we will advocate for and prioritise targeted initiatives that seek to help those who need it most.

**System Change:** We work across systems to help create healthy environments, motivate behaviour change and influence policy to reduce and eliminate structural barriers to good health and wellbeing.

**Sustained Effort:** To maximise our impact, we build on the most effective initiatives to help strengthen communities in the long-term.

## Our grant programs:



### Healthy Communities

Supporting health promotion projects in our community.



### Healthy Partnerships

Working with sports, arts and racing organisations to provide healthy environments and educate and promote good health.



### Creating Healthy Spaces

Funding that focuses on creating healthy environments in sports and recreation settings.



### Health Promotion Research

Funding for health promotion research that builds the evidence base and research capacity through fellowships and scholarships.

# Priority health areas

Our actions focus on **healthy environments, education and awareness raising**, and **increasing participation and engagement** in the following **priority health areas**.



## Promote healthy eating

- Create environments that promote and increase access to healthy food and drinks and reduce the provision of unhealthy food and drinks.
- Reduce exposure to the marketing and promotion of unhealthy food and drink, particularly to children and young people.
- Increase knowledge and self-efficacy to motivate behaviour change and increase healthy eating patterns.
- Advocate to create health promoting, environmentally sustainable food systems that ensure quality, affordable food is available and accessible for all.



## Promote active living

- Advocate for healthy, liveable, sustainable communities that encourage and enable all members of society to be more physically active and reduce sedentary behaviours in their daily lives (active living).
- Increase awareness and motivate behaviour change to support active living.
- Facilitate initiatives that focus on inclusion and increasing participation in physical activity, particularly in priority groups.
- Support the development of fundamental movement skills and physical literacy from the early years, to sustain physical activity participation over the life course.



## Promote mental wellbeing

- Create environments that encourage protective factors for high mental wellbeing and reduce the risk factors for low mental wellbeing.
- Increase knowledge, awareness, and positive attitudes on the importance of mental wellbeing.
- Enable all members of society to feel confident to protect and improve their own and others' mental wellbeing.
- Support initiatives that increase opportunities that provide mental health benefits through social inclusion and participation.



## Prevent and reduce use of tobacco, e-cigarettes and other novel tobacco products

- Create environments that are smoke and vape free.
- Reduce exposure to the marketing and promotion of e-cigarettes, particularly to children and young people.
- Motivate behaviour change and raise awareness of the harms of tobacco and e-cigarette use.
- Advocate to reduce supply, availability and accessibility of tobacco, e-cigarettes, and other novel tobacco products.



## Prevent and reduce use of alcohol

- Create alcohol-free environments particularly where children and young people may be present.
- Reduce exposure to the marketing and promotion of alcohol, particularly to children and young people.
- Raise awareness of the harms associated with alcohol use.
- Advocate to reduce supply, availability, and accessibility of alcohol.
- Motivate behaviour change and promote awareness of ways to reduce harmful levels of alcohol use.